



GOAL 1: ECONOMIC DEVELOPMENT

February 1, 2022

Goals & Objectives

1. ECONOMIC DEVELOPMENT
2. INSTITUTIONAL GOVERNANCE & POLICY
3. ENVIRONMENT
4. EDUCATION
5. QUALITY OF LIFE

Presentation Schedule

DATE

February 1, 2022

March 1, 2022

March 29, 2022

April 26, 2022

May 24, 2022

GOAL

1. Economic Development

2. Institutional Governance & Policy

3. Environment

4. Education

5. Quality of Life

June 21, 2022

July 26, 2022

September 27, 2022

October 25, 2022

November 29, 2022

1. Economic Development

2. Institutional Governance & Policy

3. Environment

4. Education

5. Quality of Life

Presentation Team

LEAD PRESENTER



Kelly Robertson-Slagle
Director, Economic
Development



Ashley Chenault
Tourism Chief



Deborah E. Hall
Deputy County
Administrator



Bernard Cochran
Acting Director, Public
Works



Deborah A. Carpenter
Director, Planning and
Growth Management

COMMERCIAL TAX BASE EXPANSION

Increase the County's commercial tax base to balance revenues with services to residents.

Support & New Initiatives

BUSINESS ENGAGEMENT

1820

EDD Staff business contacts
(FY21)

1750

EDD Staff hours
(FY21)

1

NEW STAFF POSITION

Anthony Adesina, Business Retention and Expansion Manager, started on January 4, 2022

2

NEW BUSINESS WELCOME PROCESS

- Introduction to EDD team with details about our services & programs.
- Updated Business Resource Guide

3

NEW BGAP PROGRAM

Multi-session, in-depth training program to help businesses recover from the economic impacts of COVID

COVID-19 Response

- Convened COVID-19 Recovery Task Force and presented final report to Commissioners
- Created Business Outreach Committee
- Engaged local businesses and promoted assistance programs
- ARPA Funds earmarked for technical assistance and grants (i.e. BGAP Program)

COVID-19 Loans Disbursements

\$30,000

3

COVID-19 Business Development Loans

\$55,000

11

COVID-19 Business Relief Loans

\$70,000

2

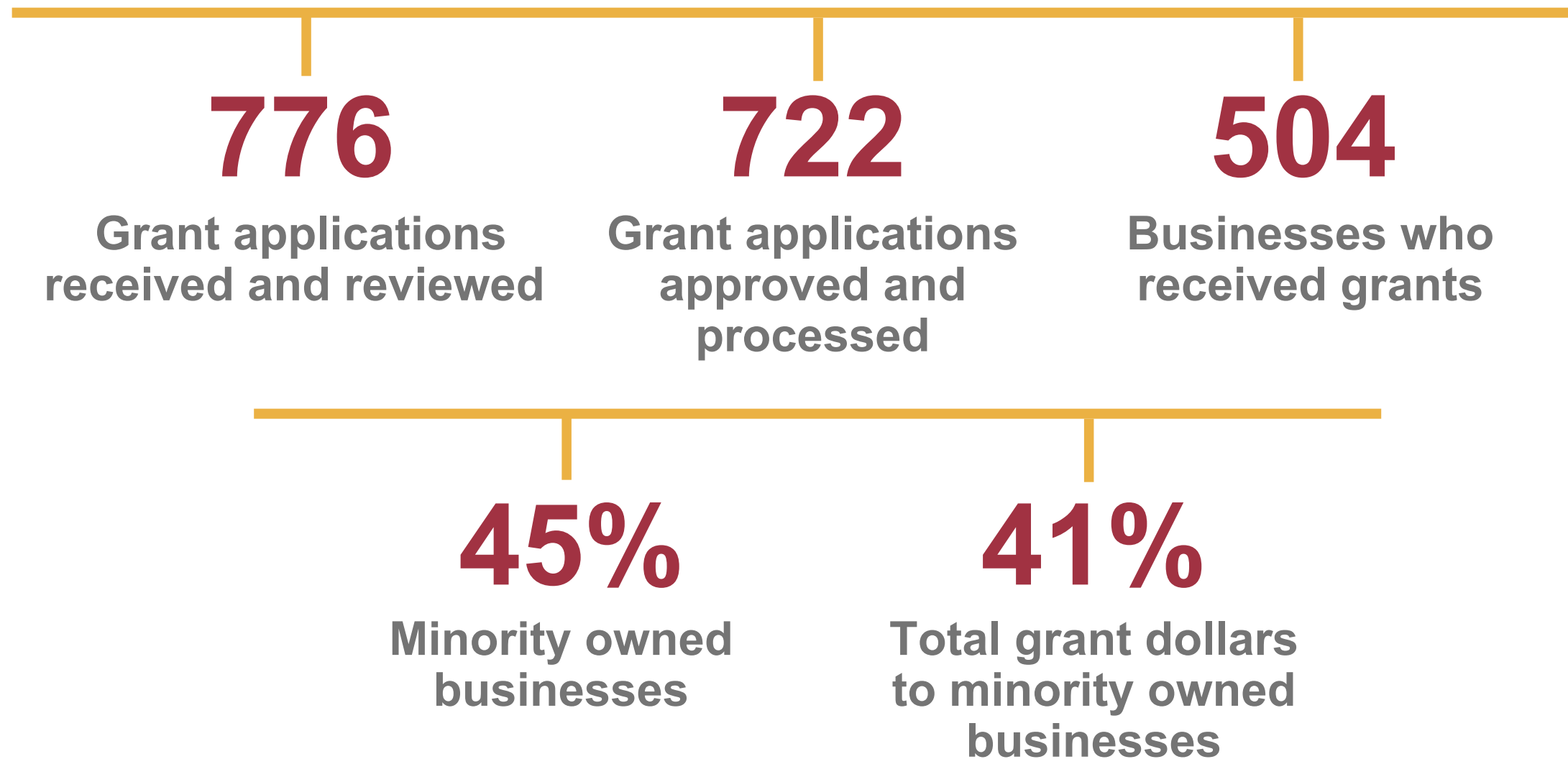
EDD Business Development Loans

COVID RELIEF GRANTS

\$6,077,448

Total dollar amount of grants disbursed
to Charles County Businesses

2020-YTD



Disparity Study

Developed and Implementation support
being provided by Griffin and Strong

REPORT FINALIZED

Fall of 2021; Presented to
Commissioners; Developing
Implementation Plan

STAKEHOLDERS

Developed Communications
Plan, First Meeting January
27, 2022; Coordinating with
media office for training
videos, etc.

QUARTERLY ROUNDTABLE

Focus of first 2022 EDD
Quarterly Business Roundtable -
February 3, 2022

International Market & Business Development

**CAPACITY
BUILDING FOR
LOCAL
BUSINESSES**

**RESEARCHING
TRADE MISSION
OPPORTUNITIES**

**RESEARCHING
FOREIGN
MARKETS**

Workforce Development

COLLABORATION WITH TRI-COUNTY COUNCIL AND COLLEGE OF SOUTHERN MARYLAND

- Promotion of TCCSMD's training and recruitment programs such as SkillUp Southern Maryland, job fairs, Hot Jobs, and Getting Southern Maryland Back to Work Initiative.
- "ACT Work Ready Community" with College of Southern Maryland - helping with business recruitment. 6 businesses have been recruited in Charles County.
- EDD staff participating on the Workforce Development Board; Chair of Business Engagement Committee

BUSINESS ATTRACTION

Major Projects



- Amazon Last-Mile Distribution Center
- Waldorf Station
- MedStar Shah Headquarters
- Kaiser Permanente
- Maryland Technology Center
- Indian Head Redevelopment

BUSINESS ATTRACTION

Major Commercial Projects

6

Active commercial projects

Over \$394 million

Estimated total investment, upon project completion

580

Estimated new job creation

BUSINESS ATTRACTION

Marketing

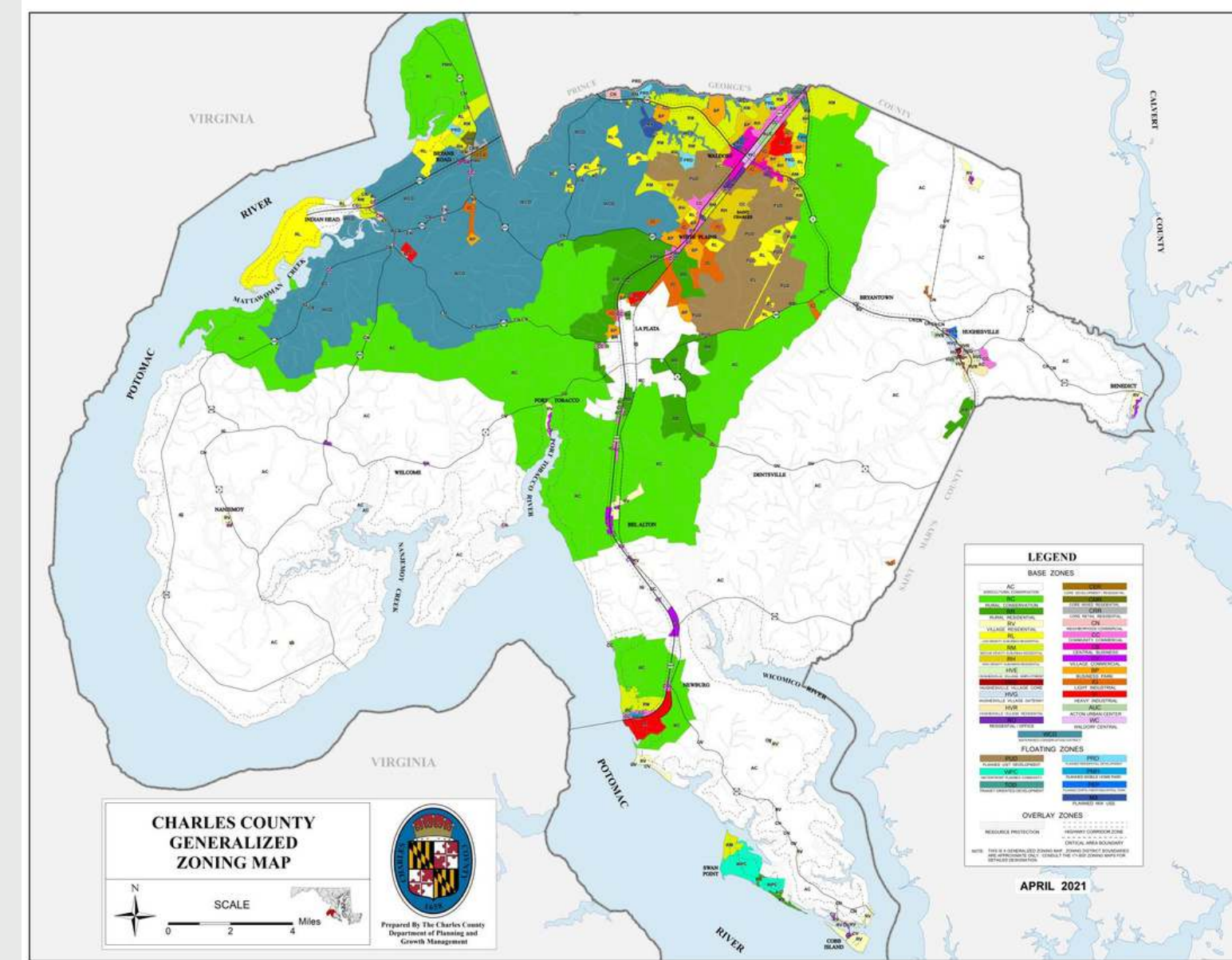
- Ongoing advertising campaign to include new and existing targeted industries
- National advertising aimed at Site Selectors to promote commercial real estate opportunities
- USBTA Industry Day - March 23, 2022



BUSINESS ATTRACTION

Business Enhancements

- Rehab Tax Credit incentive adopted
- Airport area Comp Plan Amendment passed; ZTA process forthcoming
- EDD's Bryans Road Market Assessment completed
- Bryans Road Subarea Plan underway
- Additional Zoning Text Amendments (ZTA) passed:
 - BP zone: provides greater flexibility for employment supporting uses
 - MX zones located within Opportunity Zones



INDUSTRY DIVERSIFICATION

Strengthen the tax base, support job growth, and attract visitors through diversification of industry sectors to include those that are desirable and feasible based on industry growth potential and corresponding county assets.

INDUSTRY DIVERSIFICATION

Research & Development

INDIAN HEAD REDEVELOPMENT

MARYLAND TECHNOLOGY CENTER

30,000 SF under construction
Ribbon Cutting - May 2022

USBTA

Tenant in MTC; EDD
providing monetary
incentives for interior fitout
and equipment

SBIR

Researching opportunities
to help business explore
program potential

US Bomb Technicians Association (USBTA)

RELOCATING HEADQUARTERS FROM COLORADO TO TOWN OF INDIAN HEAD

SIX CO-TENANTS TO SHARE 10,000 SF IN MTC:

- Mithix Pro
- MED-ENG
- DETECTACHEM
- A.D.S
- Zero Point
- Pendar Technologies

2021 EASTERN NATIONAL ROBOT RODEO ON JULY 31 – AUGUST 6 (7 DAYS)

- Attendance: approx. 140 —→ Hotel room nights: 75 rooms for 6 nights
- Estimated local expenditures by USBTA: \$10,000
- Estimated direct spending by visitors: \$98,000

Sustainable Natural Resource Based Industries



- Zoning Text Amendment for 'Agritourism' approved
- Completed 2021 Agricultural Economic Assessment of Charles County
- Provided COVID relief grants to agribusinesses and aquaculture businesses
- Updated EDAB Bylaws to include agribusiness representation

Tourism

PROMOTIONAL CAMPAIGNS

- “Home for the Holidays”
- Shop Small
- Charles County Restaurant Week
- FeBREWary / Maryland Spirits Month
- International Underground Railroad Month





Tourism

- Tourism Community Grant
- Travel Trade & Group Tour Expansion
- Sports Tourism Update

ENTERTAINMENT INDUSTRY

Tourism

- Arts & Entertainment District Designation
- Cinematography Attraction Expansion
- Business Success Stories

1

GRILL NO. 13

Showcased on Food Network's "Restaurant Impossible"

2

PATUXENT BREWING CO.

Featured on WUSA9 about minority-owned brewery

3

RANDY'S RIBS & BBQ

Featured on Only in Your State "Roadside BBQ Spots"

TOURISM ACTIVITIES

730,300

Total visitors to Charles County in 2020

388,200

Day visitors

342,100

Overnight visitors

\$161,100,000

Total visitor spending in 2020

(lodging, food & beverage, retail,
recreation, transportation)

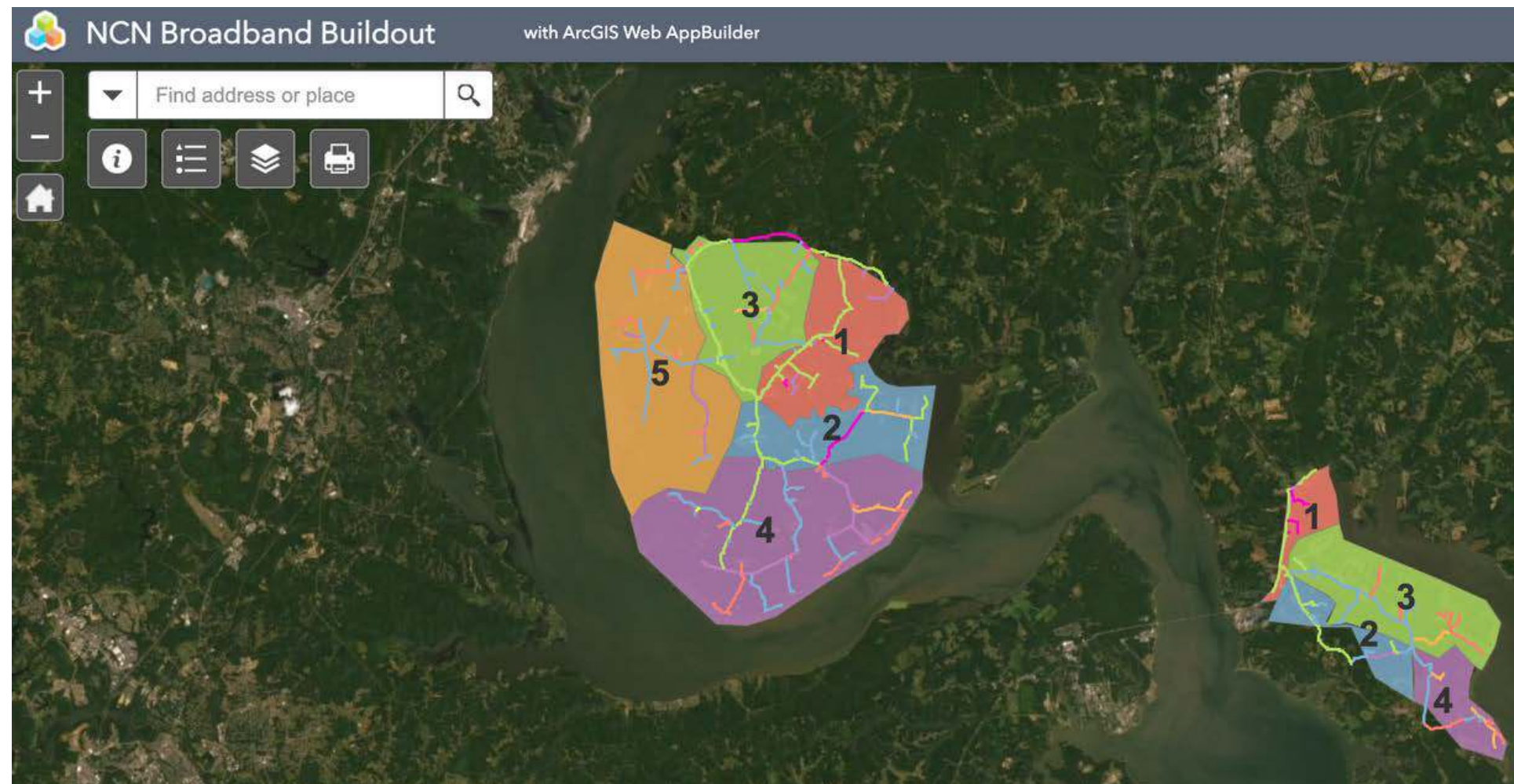
INFRASTRUCTURE SERVICES

Enhance infrastructure that supports small businesses, entrepreneurship, and employment.

COUNTY INVESTMENT

Broadband Access

Nanjemoy/Cobb Neck (NCN) Broadband Buildout Project



1-5 represents the project buildout phases

CATEGORIES FOR UNSERVED AREAS OF CHARLES COUNTY

1

CATEGORY 1

No existing infrastructure

2

CATEGORY 2

Pockets of unserved

3

CATEGORY 3

Long driveways

Broadband Access

BROADBAND TASK FORCE



90

Mile fiber ring



1,408

Total number of properties
in the Funded Service area



9

Number of customers
'lit' as of 1/31/2022

Water and Sewer

INFRASTRUCTURE

Total number of projects and capital investment in water and sewer infrastructure

ACTIVE PROJECTS

Water &
Sewer



\$214,000,000

Budget for projects

80

Active projects

Transportation Network

An appropriation of \$5 Million was proposed by Senators Van Hollen and Cardin in the Senate Appropriations Bill to help secure the matching State funds to initiate the Project Planning Phase of the project.

VANGO

6-month pilot program offering free service to all riders went live on January 3, 2022

INDIAN HEAD RAIL TRAIL EXTENSION

Feasibility Study is complete

Transportation

- Number of stops
 - 353 System wide bus stop signs
 - 97 located at business or educational institutions
- Passengers per hour averaged:
 - Fixed = 5.94 / Para = 1.34

TRANSIT TRIPS

439,684

Total transit trip
ridership (FY-21)

8%

Para transit trips

Transportation

SIDEWALK INSTALLATION



12,002

Linear feet of designed or
installed sidewalks since 2016

80%

Installed in
commercial
areas



Charles County Government

200 Baltimore Street • La Plata, MD • 301-645-0550

Equal Opportunity Employer

www.CharlesCountyMD.gov

It is the policy of Charles County to provide equal employment opportunity to all persons regardless of race, color, sex, age, national origin, religious or political affiliation or opinion, disability, marital status, sexual orientation, genetic information, gender identity or expression, or any other status protected by law.